ATLAS

MY FRIEND IRMA

The famous C.B.S. TELEVISION and RADIO Laff-Riot!

10¢

MAY

my Friend Irma

NO. 31

HOT DOG!

AUTHORIZED A.C.M.I. COMPLIES WITH THE COMICS CODE

NO, THANKS, JUST A BAG OF PEANUTS!

PEANUTS

PEANUTS

ON SALE MONTHLY

DAN DE CARLO

Reducing Specialist Says: LOSE WEIGHT Where It Shows Most — REDUCE MOST ANY PART OF THE BODY WITH

ELECTRIC Spot Reducer

Relaxing · Soothing
Penetrating Massage

PLUG IN
GRASP HANDLE AND APPLY

UNDERWRITERS LABORATORY APPROVED

FOR GREATEST BENEFIT IN REDUCING by massage use SPOT REDUCER with or without electricity—Also used as an aid in the relief of pains for which massage is indicated.

TAKE OFF EXCESS WEIGHT!

Don't Stay FAT—You Can LOSE POUNDS and INCHES SAFELY Without Risking HEALTH

MAIL THIS 10 DAY FREE TRIAL COUPON NOW!

Take paunds off—keep slim and trim with Spot Reducer! Remarkable new inventian which uses ane af the most effective reducing methads employed by masseurs and turkish baths—MASSAGE!

LIKE a magic wand, the "Spot Reducer" abeys yaur every wish. Mast any port af yaur body where it is loose and flabby, wherever yau have extra weight and inches, the "Spot Reducer" can aid yau in acquiring a yauthful, slender and graceful figure. The beauty af this scientifically designed Reducer is that the method is sa simple and easy, the results quick, sure and harmless. Na exercises ar strict diets. Na steambaths, drugs ar laxatives.

With the SPOT REDUCER you con now enjoy the benefits of RELAXING SOOTHING massage in the privacy of your own home! Simple to use—just plug in, grasp handle and apply over most any part of the body—stomach hips, chest, neck, thighs, orms, buttocks, etc. The relaxing, soothing mossge breaks down FATTY TISSUES, tones the muscles and flesh, and the increased awakened blood circulation carries away waste fat—helps you regain and keep a firmer and more GRACEFUL FIGURE!

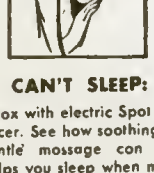
YOUR OWN PRIVATE MASSEUR AT HOME

When you use the Spot Reducer, it's almost like having your own private masseur at home. It's fun reducing this way! It not only helps you reduce and keep slim—but also aids in the relief of those types of aches and pains —and tired nerves that can be helped by massage! The Spot Reducer is handsomely made of light weight aluminum and rubber and truly a beautiful invention you will be thankful you own. AC 110 volts. Underwriters Laboratory approved.

TRY THE SPOT REDUCER 10 DAYS FREE IN YOUR OWN HOME!

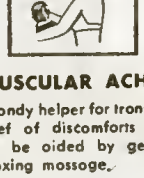
Mail this coupon with only $1 for your Spot Reducer on appravol. Pay postmon $8.95 plus delivery—or send $9.95 (full price) and we ship postage prepaid. Use it for ten days in your own home. Then if not delighted return Spot Reducer for full purchase price refund. Don't delay! You have nothing to lose—except ugly, embarrassing, undesirable pounds of FAT. MAIL COUPON now!

ALSO USE IT FOR ACHES AND PAINS



CAN'T SLEEP:

Relax with electric Spot Reducer. See how soothing its gentle massage can be. Helps you sleep when massage can be of benefit



MUSCULAR ACHES:

A handy helper for transient relief of discomforts that can be aided by gentle, relaxing massage.

LOSE WEIGHT OR NO CHARGE

USED BY EXPERTS

Thousands have lost weight this way — in hips, abdomen, legs, arms, necks, buttocks, etc. The same method used by stage, screen and radio personalities and leading reducing salons The Spot Reducer can be used in your spare time, in the privacy of your own room.

ORDER IT TODAY!

SENT ON APPROVAL—MAIL COUPON NOW!

SPOT REDUCER CO., Dept. B-356
318 Market St., Newark, New Jersey

Please send me the Standard Model SPOT REDUCER for 10 days trial period I enclose $1.00, upon arrival I will pay postman only $8.95 plus postage and handling If not delighted I may return SPOT REDUCER within 10 days for prompt refund of full purchase price.

☐ I enclose $12.95. Send DeLux Model, postage prepaid.

Name .....

Address .....

City ..... State .....

☐ SAVE POSTAGE—check here if you enclose $12.95 for DeLux Model. We pay all postage and handling charges. Same money back guarantee applies.

☐ I enclose $9.95. Send Standard Model.

LOSE WEIGHT OR NO CHARGE

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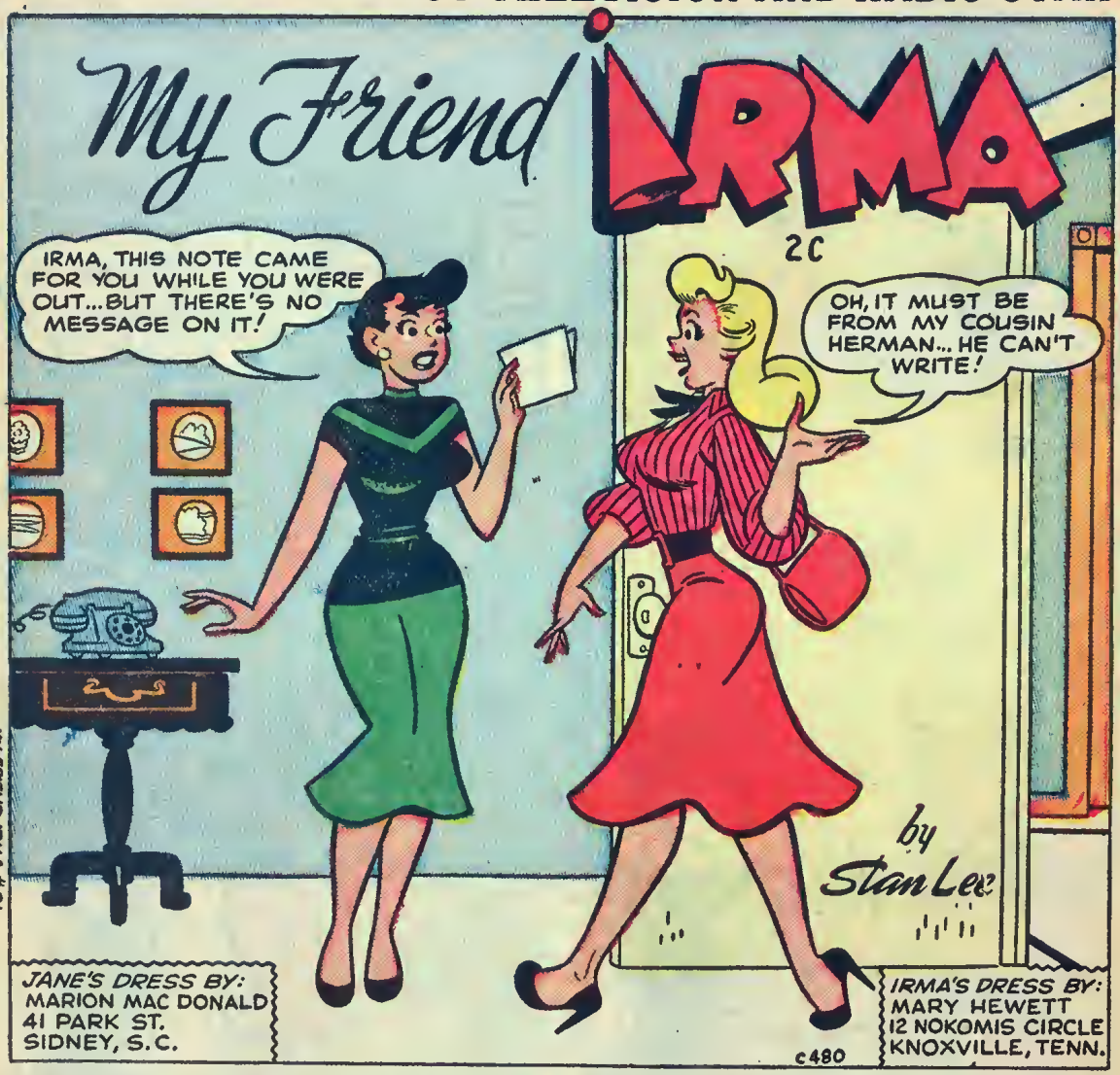
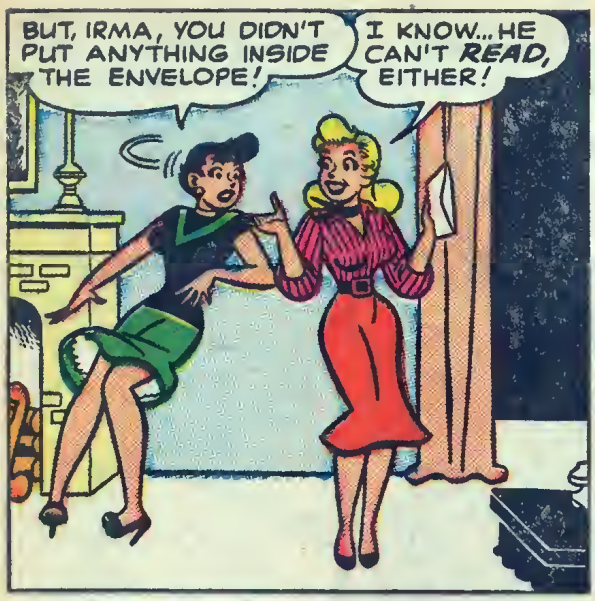
Printed in the U.S.A.

AMERICA'S FUNNIEST TELEVISION AND RADIO STAR


My Friend IRMA
2C
IRMA, THIS NOTE CAME FOR YOU WHILE YOU WERE OUT...BUT THERE'S NO MESSAGE ON IT!
OH, IT MUST BE FROM MY COUSIN HERMAN... HE CAN'T WRITE!
by Stan Lee
JANE'S DRESS BY: MARION MAC DONALD 41 PARK ST. SIDNEY, S.C.
IRMA'S DRESS BY: MARY HEWETT 12 NOKOMIS CIRCLE KNOXVILLE, TENN.
c480

MY FRIEND IRMA #31

BASED ON THE C.B.S. PROGRAM "MY FRIEND IRMA" CREATED BY CY HOWARD


BUT, IRMA, YOU DIDN'T PUT ANYTHING INSIDE THE ENVELOPE!
I KNOW... HE CAN'T *READ*, EITHER!

HE SOUNDS EVEN MORE WITLESS THAN *YOU!*
I'LL HAVE YOU KNOW THAT *I'M* THE *SMART* ONE OF MY FAMILY!

WOULD YOU LIKE TO MEET COUSIN HERMAN?
SURE! WHAT INSTITUTION IS HE IN?

I'LL PHONE HIM AND ASK HIM TO MEET US!
THIS I'VE GOTTA SEE!

HELLO, COUSIN HERMAN...
NO... NO... *YOU'RE* COUSIN HERMAN, NOT *ME!*

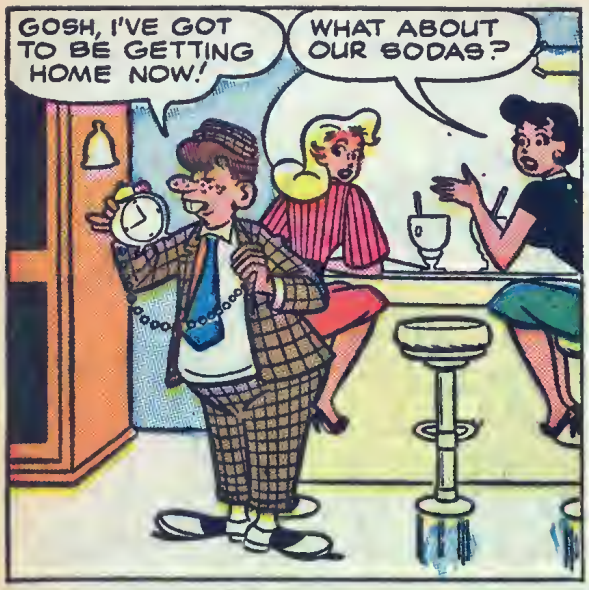
WHAT? OKAY... WHEN? SURE... FINE... 'BYE!
HE'LL BE RIGHT OVER!
IS IT SAFE TO LET HIM OUT ALONE?

OH, HE WON'T COME ALONE... HE'LL BE ALL BY HIMSELF!
OH...
A FEW MINUTES LATER...
KNOCK! KNOCK!
LISTEN... SOMEONE'S KNOCKING ON THE DOOR!
MAYBE OUR BELL'S OUT OF ORDER!
YES?
2C
HELLO, COUSIN IRMA!
HERMAN! I'VE TOLD YOU A MILLION TIMES... I'M IRMA!
WHY DIDN'T YOU RING THE BELL, HERMAN?
I DIDN'T BRING A BELL WITH ME!
BUT THERE'S A BELL ON THE DOOR!
I KNOW... BUT I COULDN'T GET IT OFF!
YOU SHOULD ALWAYS KEEP HIM AROUND... YOU'RE BEGINNING TO LOOK SMART TO ME!
HERMAN, SHAKE HANDS WITH JANE STACEY, MY ROOMMATE!
HELLO, MISS ROOMMATE!
3

HERMAN... ROOMMATE ISN'T MY NAME!
WHOSE NAME IS IT?
DO YOU STUDY IT, OR ARE YOU NATURALLY SO MORONIC?
WHAT DOES SHE MEAN, IRMA?
ME YOU'RE ASKIN'?
WOULD YOU LIKE TO GO DOWN FOR A SODA, GIRLS?
YES!
WE'D LOVE TO, HERMAN!
WELL, DON'T LET ME STOP YOU! I'LL WAIT HERE!
COME ON... WE'LL TAKE YOU WITH US!
HE MIGHT FORGET TO BREATHE IF WE LEAVE HIM ALONE!
WHAT'RE YOU STANDING THERE FOR?
I'M WAITING FOR THE ELEVATOR!
BUT, HERMAN... THERE ISN'T ANY ELEVATOR IN THIS BUILDING!

NO WONDER IT TOOK ME SO LONG TO GET UP HERE!
SHOULD WE GO TO A SODA FOUNTAIN FOR OUR SODA?
WHERE ELSE COULD WE GO... TO A HABERDASHER?
NO! I DON'T LIKE THAT FLAVOR!
WHAT'S YOUR PLEASURE, SIR?
CRACKIN' MY KNUCKLES!
LADIES AND GENTLEMEN... THIS IS YOUR RADIO REPORTER WITH ANOTHER ON-THE-SPOT QUIZ PROGRAM!
WOULD YOU BE OUR FIRST CONTESTANT, LADY?
NO, THANKS... I'D BE TOO NERVOUS!
HOW ABOUT YOU, LADY? COULD I INTEREST YOU?
I SHOULD SAY NOT! I'VE GOT A BOY FRIEND!
CBS
HERE'S AN INTELLIGENT-LOOKING GENTLEMAN! WHAT'S YOUR NAME, SIR?
GIMME A FEW SECONDS... I HAD IT RIGHT ON THE TIP OF MY TONGUE!
CBS

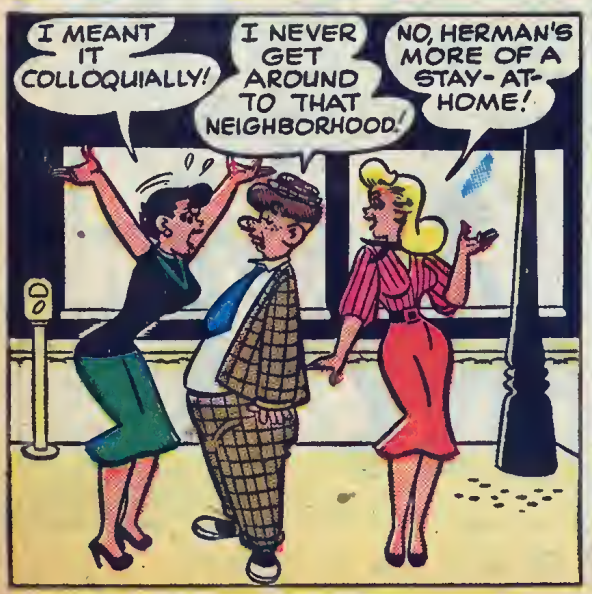
HA! HA! THAT'S A GOOD ONE!
A GOOD WHAT?
CBS
AND NOW FOR OUR $10 QUESTION... WHO FOUND THE HUDSON RIVER?
GOSH... I DIDN'T EVEN KNOW IT WAS LOST!
CBS
WELL, YOU HAVEN'T ANSWERED OUR QUESTION... BUT YOU GET THIS CHECK FOR $100 FOR BEING THE MILLIONTH PERSON TO BE INTERVIEWED ON THIS PROGRAM!
I CAN'T BELIEVE MY EYES!
WHY? WHAT DID THEY SAY?
CBS
CONGRATULATIONS, HERMAN!
THANKS, COUSIN IRMA!
HERMAN! WHAT ARE YOU TEARING THAT CHECK UP FOR?
IT WASN'T ANY GOOD! IT SAID PAY $100 TO "CASH"! MY NAME ISN'T CASH!
OH, NO!
HE'S RIGHT, JANE! HIS NAME'S HERMAN!
URP!
DOESN'T ANYONE IN YOUR FAMILY HAVE AN I.Q.?
NO... WE DON'T DRINK!


GOSH, I'VE GOT TO BE GETTING HOME NOW!
WHAT ABOUT OUR SODAS?

NO, THANKS... I'D RATHER GO HOME ALONE!
ARE YOU TAKING A BUS HOME?

DON'T BE SILLY.. HOW'D I GET IT THRU THE FRONT DOOR?
OH, I DIDN'T THINK OF THAT!

WELL GOOD NIGHT, HERMAN... I'LL SEE YOU AROUND!
AROUND WHERE?


I MEANT IT COLLOQUIALLY!
I NEVER GET AROUND TO THAT NEIGHBORHOOD!
NO, HERMAN'S MORE OF A STAY-AT-HOME!

I'VE GOTTA GO BEFORE I LOSE MY COMPOSURE!
WHY? DO YOU HAVE A HOLE IN YOUR POCKET-BOOK?
TSK, HERMAN... JANE DOESN'T KEEP HER COMPOSURE IN A 'POCKETBOOK...
IT'S SAFE AT HOME IN HER DRESSER DRAWER!

THERE'S ONE THING I WANNA ASK YOU BEFORE I GO HOME, COUSIN IRMA...
WHAT'S THAT, COUSIN HERMAN?
WHERE DO I LIVE?
OH, DEAR... YOU FORGOT AGAIN!
DON'T YOU REMEMBER? IT'S THAT BIG, BRICK APARTMENT HOUSE!
OH...
IRMA...THERE ARE THOUSANDS OF BIG, BRICK APARTMENT HOUSES IN NEW YORK CITY!
I KNOW, BUT HERMAN HAS NOTHING TO WORRY ABOUT... HE ONLY LIVES IN ONE OF THEM!
THAT COP WILL GET HERMAN HOME ALL RIGHT!
DAN DE CARLO
I DON'T KNOW WHERE HE LIVES BUT...
THAT'S OKAY, LADY...I KNOW! I GOTTA DO THIS FOR 'IM EVERY NIGHT!
BUT HE ISN'T SO DUMB...
WHY NOT?
I HEAR HE'S GOT A BLONDE GAL COUSIN WHO'S REALLY A HOLLOW-HEAD!
IMAGINE THAT! SOMEONE IN THE FAMILY I DON'T KNOW!
AND IF I WERE YOU, COOKIE... I WOULDN'T ASK FOR HER NAME!
THE END

ATLAS FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER! ATLAS

An Amazing NEW PLAN! Make Friends...Make Money..!

GET THESE DRESSES— *Don't Pay a Penny!*

and Make Fine Extra Money Even in Your Spare Time

WOMEN LIKE YOU!
(Read these Exceptional Records)

2 Hours Pays $10.00
My first experience netted me $10.00 in about 2 hours. It was fun, and I made new friends. *Mrs. S. W. COLE, West Virginia.*

Made $30 in Week Spare Time
Imagine! Inside less than a week I made $30.00 cash putting in only spare time, as I am a housewife. *LOUISE ZULA, Wisconsin.*

Hasn't Bought Dresses in 1½ Years
I work only part time and only among friends, and I haven't bought a dress or suit since starting a year and a half ago! *ELAINE SCHECTER, Indiana*

Lovely Dresses for CHILDREN of All Ages!

Get them without paying one cent by using our plan! Adorably-styled, long-wearing dresses—including famous Dan River Ginghams . . . and also T-shirts, separates, mix-and-match, play-wear, nightwear for children.

You've never read more exciting news! Think of seeing more than 100 beautiful latest-style dresses—and you can take your pick in YOUR OWN favorite fabric, style, color and size WITHOUT PAYING EVEN ONE CENT, on this brand new introductory plan! And all you do now is mail the coupon at the bottom of this page! You'll receive ABSOLUTELY FREE the most thrilling display of gorgeous styles you ever saw—all the latest models, the newest colors, all the popular fabrics—separates, mix-and-match, convertibles, casuals—suits, sportswear, and hosiery and lingerie too! You select the dresses you want and they're YOURS, simply for showing the beautiful styles and sending just a few orders for friends, neighbors, or members of your family. That's all! You don't pay one cent for your own dresses—and you can get dress after dress for yourself this easy way!

You'll Fall in Love with This Way to Make Extra Money!

The moment folks see the beautiful styles, the vast selection, and the LOW, MONEY-SAVING PRICES, they want you to send to famous Harford Frocks for dresses just like them. And for sending us their selections you get your own dresses *without paying a single penny*—and you can actually make several dollars *in one hour* of spare time besides! Don't wait! We'll send you everything you need . . .

FREE! JUST MAIL COUPON BELOW!

Send no money! Just write your name, address, and dress size on coupon below (paste it on a postcard) and mail it, and we'll send you the big valuable style display so you can start at once getting your personal dresses without one cent of cost and collecting EXTRA CASH besides. Mail the coupon NOW!

HARFORD FROCKS, Inc.
Dept. J-3105 Cincinnati 25, Ohio

PASTE ON POSTCARD — AND MAIL!

Harford Frocks, Inc., Dept. J3105 Cincinnati 25, Ohio

RUSH ABSOLUTELY FREE the big, valuable Harford Frocks Style Display so I can start quickly getting personal dresses without paying one penny for them, and make extra money in spare time besides.

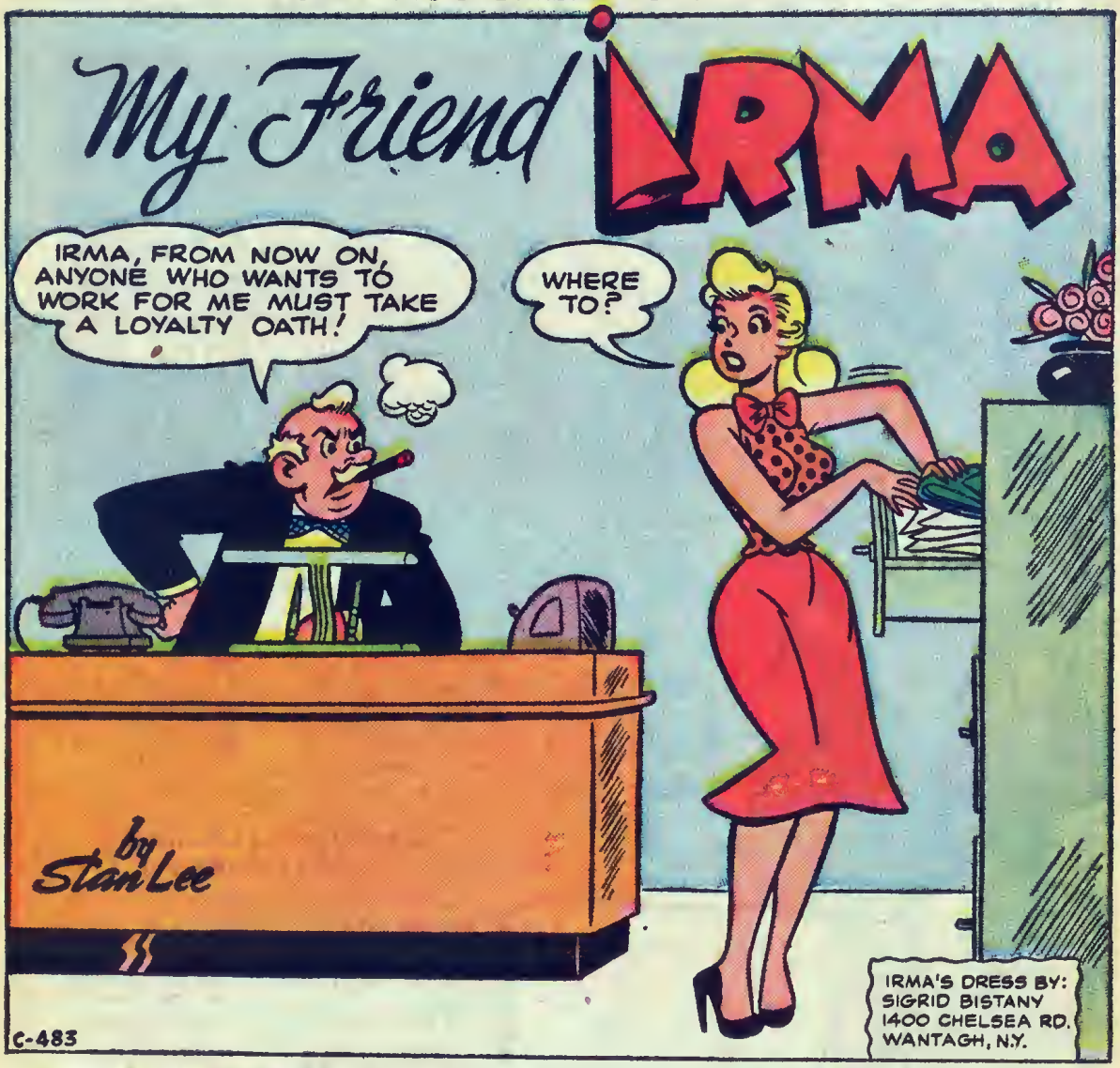
Name _____

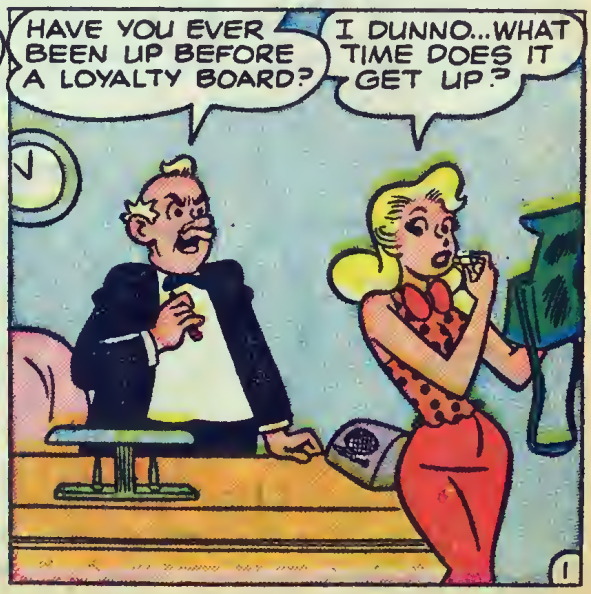
Address _____

City _____ State _____

Dress Size _____ Age _____

AMERICA'S FUNNIEST TELEVISION AND RADIO STAR


My Friend IRMA
IRMA, FROM NOW ON, ANYONE WHO WANTS TO WORK FOR ME MUST TAKE A LOYALTY OATH!
WHERE TO?
by Stan Lee
IRMA'S DRESS BY: SIGRID BISTANY 1400 CHELSEA RD. WANTAGH, N.Y.
C-483

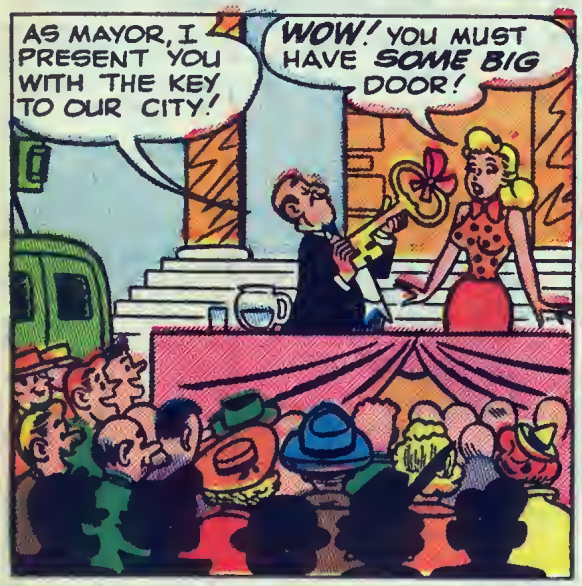


IRMA, YOU'D BETTER GO OUT TO LUNCH BEFORE I FLY OFF THE HANDLE!
OKAY...BUT YOU OUGHTTA TAKE A PLANE... IT'S EASIER!
GOSH...MR. CLYDE IS A HARD MAN TO UNDERSTAND!
LADY, CAN YOU SPARE A MINUTE?
I'M SORRY... I HAVEN'T GOT ONE WITH ME!
!
I'M FROM THE F.B.I.!
GLAD TO MEET YOU... I'M FROM MINNESOTA!
THERE'S A COMMUNIST AGENT SOMEWHERE IN THIS BUILDING... AND I WANNA FIND HIM!
WHEN DID YOU LOSE HIM?
THIS IS NO TIME FOR JOKING! IF YOU SEE ANYONE WHO LOOKS SUSPICIOUS... CALL ME...
WHAT SHOULD I CALL YOU?
2

THERE'S THE ELEVATOR... WAIT A MINUTE, ELEVATOR!
DO YOU WANNA GO UP OR DOWN, LADY?
NATURALLY! I KNOW YOU DON'T GO SIDEWAYS!
!
DID YOU HEAR ABOUT THE COMMUNIST SPY WHO'S HIDING IN THIS BUILDING?
YEAH, HE'S SUPPOSED TO HAVE STOLEN SECRET PLANS! BUT DON'T WORRY... THE F.B.I. 'LL CATCH HIM!
DOES DIS CAR GO DOWN, COMRADE?
YEAH, STEP IN...
WHAT DOES THE SPY LOOK LIKE?
I DUNNO... BUT THAT'S WHAT MAKES 'EM SO HARD TO CATCH... THEY NEVER LOOK LIKE SPIES!
OH, WELL... THE F.B.I. MAN DOWNSTAIRS WILL CATCH HIM WHEN HE TRIES TO LEAVE THE BUILDING!
F.B.I.... DOWNSTAIRS?!
CRACK
WHY DID YOU DO THAT, MISTER?
HE VAS SPEEDING!
3

I'M GLAD YOU HAD A GOOD REASON!
WE'LL GO BACK UPSTAIRS AGAIN BECAUSE I FORGOT SOMETHING!
WHAT DID YOU FORGET?
I FORGOT TO STAY THERE!
IS THERE ANYBODY IN THE HALL?
NO... NOBODY!
...EXCEPT THIS NICE MAN FROM THE F.B.I.!
THE F.B.I.?
YOU!
QUICK... WHAT'S THE FASTEST WAY OUT OF HERE?
TRY THE FIRE ESCAPE!
CRASH
YOU HELPED HIM GET AWAY!
NO, I DIDN'T...
4

LATER...
LADY, YOU'RE A HEROINE! YOU HELPED CAPTURE A DANGEROUS COMMIE SPY! WOULD YOU GIVE OUR AUDIENCE YOUR NAME?
I CAN'T... IT'S THE ONLY ONE I GOT!



THE NEXT DAY...
MR. CLYDE... AS HER EMPLOYER, WOULD YOU SAY THAT ALL THIS PUBLICITY AS A SPY-CATCHER HAS GONE TO MISS PETERSON'S HEAD?
SEE FOR YOURSELF!
PRESS
9

ATLAS FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER! ATLAS

Skinny Girls Don't Have OOMPH!

It takes those extra lbs. of solid flesh to "bring out" your natural curves

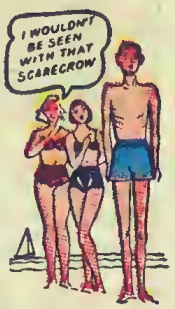
If you're otherwise healthy but skinny, scrawny, rundown and lbs. underweight, try correcting this common mistake in eating.

THERE are three essential substances that many thin, scrawny and undernourished girls may fail to get in sufficient quantity from the food they eat. These substances are Vitamin B_1, calcium phosphate and iron. If, like thousands of others, you ate underweight without organic cause . . . never seem to gain a pound . . . are so thin that you look gangling and gawky from insufficient amounts of these precious elements, don't get discouraged.

You may find that by correcting this simple mistake in eating you can easily add firm solid flesh . . . extra alluring pounds that help bring out those natural eye-catching curves. A simple and easy way is to try the amazing new product called Numal that supplies, in significant amounts, the Vitamin B_1, calcium phosphate and iron needed in the daily diet. Plus a food that in itself is a great help in adding extra pounds.

Take 1 heaping teaspoonful of Numal 3 times a day. It is pleasant, assimilable and easy to take. You will get the equivalent in Vitamin B_1 content of 34 cakes of average moist baker's yeast . . . the iron equivalent of 15 pounds of tomatoes or 1⅔ pounds of spinach or 9 pounds of boiled beets...and the calcium equivalent of ⅘ths pint of fresh cow's milk, the phosphorus content of 1 glass.

Remember, if you don't get a sufficient quantity of Vitamin B_1 in your daily diet, you may suffer loss of appetite. And without sufficient iron, the element that helps build rich red blood, you may be rundown, pale, weak and listless. You need calcium phosphate for sound teeth and sturdy bones.



SKINNY MEN ARE NOT ATTRACTIVE EITHER

. . o skinny, scrowny body is no asset in social or businass life. Give NUMAL a chanca to build you up, put firm flesh on you.

Numal Must Please You or No Cost

So if you are skinny, gangling and bony from lack of these precious nutrients, don't wait any longer. Get Numal today. You will want those extra pounds that "bring out" your natural eye-catching curves. Take Numal faithfully for a week. See if you can't actually feel the difference . . . gain weight and better color. If after this short period you honestly don't feel Numal has benefited you, just return the bottle for a complete refund of your money. Numal costs but a few cents a day to use.

If loss of weight persists see your doctor

U. S. NATURE PRODUCTS CORP., 3560 Broadway, Dept.97A New York 31, N.Y.

MAIL COUPON TODAY!

U. S. NATURE PRODUCTS CORP.
3560 B'way. Dept. 97 A New York 31, N. Y.

Send me at once a jar of NUMAL with the understanding that it must put weight on me or you'll refund my money after the first jar. I'll pay postman $2.00 plus C.O.D. charges and postage.

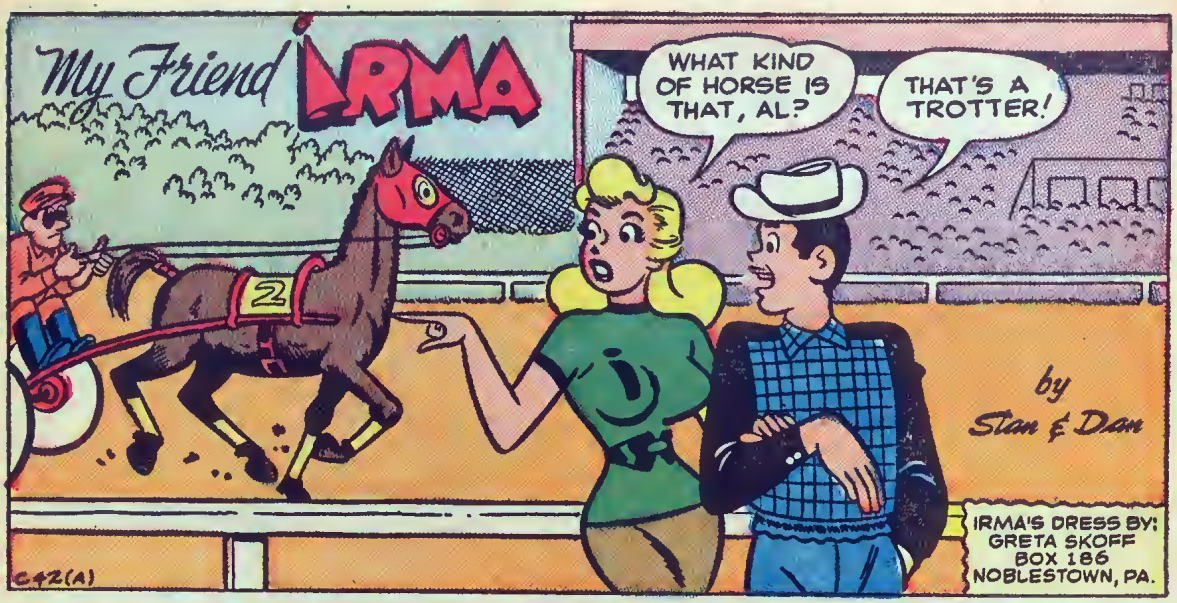
Name _____

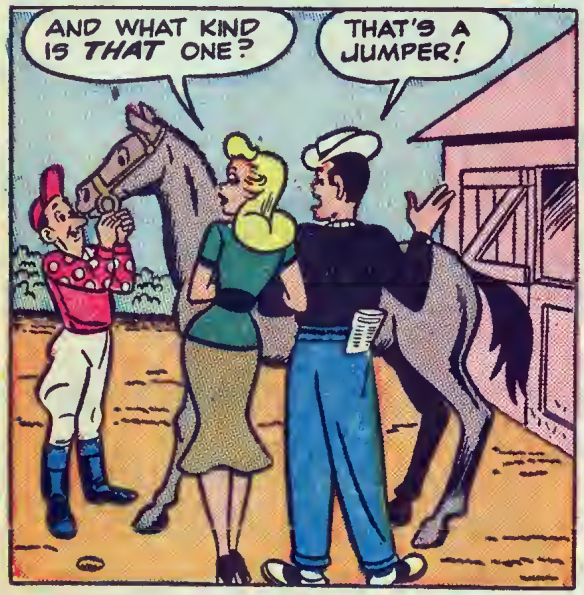
Address _____

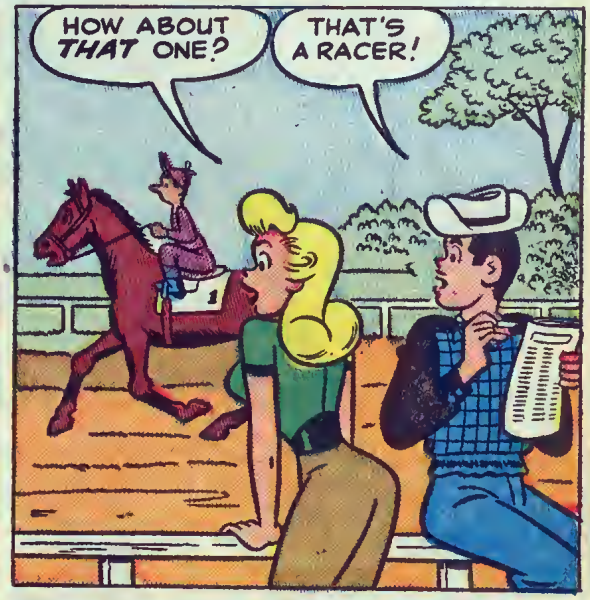
City _____ Zone ___ State _____

NOTE: If you want to save all postal charges enclose $2 check, money order or cash. We will pay all postal charges. Same money-back guarantee.

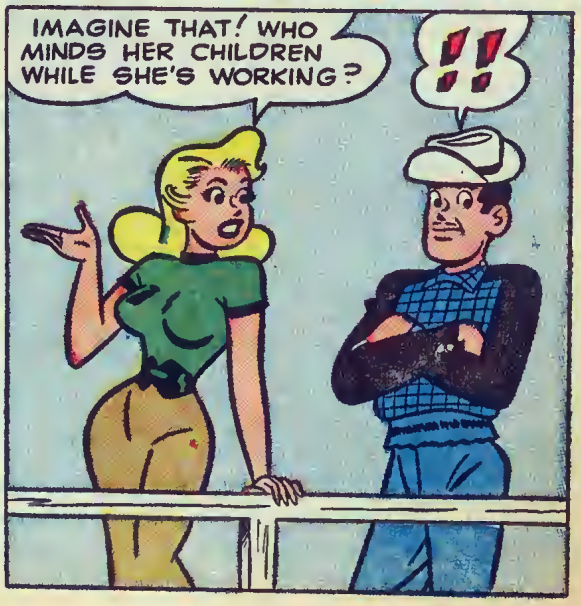
Sorry: Canadian orders cannot be sent C.O.D. Send International Money Order.


My Friend IRMA
WHAT KIND OF HORSE IS THAT, AL?
THAT'S A TROTTER!
by Stan & Dan
IRMA'S DRESS BY: GRETA SKOFF BOX 186 NOBLESTOWN, PA.
C42(A)


AND WHAT KIND IS THAT ONE?
THAT'S A JUMPER!


HOW ABOUT THAT ONE?
THAT'S A RACER!

WHAT ABOUT THAT ONE OVER THERE?
THAT'S A MUDDER!


IMAGINE THAT! WHO MINDS HER CHILDREN WHILE SHE'S WORKING?
!!

My Friend IRMA
by Stan & Dan
LET'S MAKE IT EASY FOR OURSELVES TONIGHT AND EAT OUT OF PAPER PLATES!
OKAY, JANEY!
IRMA'S DRESS BY: MAURICE COLLINS 154 SOMERSET ST. NEWARK, N.J.
C42.(B)
THAT SURE WAS DELICIOUS!
WHERE ARE YOU TAKING THE PAPER PLATES, IRMA?
I'M GONNA WASH THEM IN THE SINK!
IRMA, HOW CAN YOU BE SO SILLY?
JANE'S DRESS BY: JUNE & JOAN McNEY 149 CHERRY ST. PLYMOUTH, PA.
THE REASON YOU USE PAPER PLATES IS SO THAT YOU WON'T HAVE TO WASH THEM IN THE SINK!
I'M SURPRISED AT YOU, JANE!
WHERE ELSE DO YOU EXPECT ME TO WASH THEM?
!

My Friend IRMA
by Stan & Dan
IRMA'S DRESS BY: MARILYN MOORE 2124 DILWORTH DR. CHARLOTTE, N.C.
c42(C)

THIS IS A LOVELY DINNER, AL!
GLAD YA LIKE IT, CHICKEN!

AL, WOULD YOU PASS THE KETCHUP PLEASE?
SURE, CHICKEN... BUT WHAT DO YA WANT IT FOR?

I WANT TO PUT THE KETCHUP IN MY MILK!
IN YOUR MILK?

BUT, CHICKEN, YOU'RE NOT SUPPOSED TO EAT KETCHUP IN MILK!
I KNOW! BUT I HAVE TO...

...WE'RE ALL OUT OF MUSTARD!
!

Pay Only $1 Weekly for this

ALL METAL ELECTRIC SPRAY GUN

The GREATEST ACHIEVEMENT In SPRAY GUN HISTORY!

SAVE HUNDREDS of DOLLARS On Your Painting & Spraying Jobs

The New Improved CHAMPION

NEVER OFFERED BEFORE!

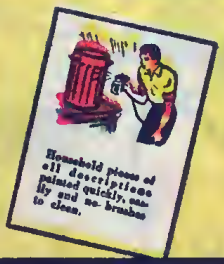
Paint the new way . . . Spray! The simplicity of using the CHAMPION is as amazing as the fine quality painting it does! Just press the trigger and you're painting! It's that easy! No mess—it sprays even and clean. The CHAMPION is an achievement of scientific electronic engineers that signifies a new spray gun development! It's all metal, compares with spray guns selling for as much as $39.95, yet it costs less than one-third! It's hardy, tough, made of such high grade metals as Electro-Lytic Zinc, fine copper, stainless steel, bronze and brass. The CHAMPION has been tested to meet every rigid specification of its job!

NO PLASTIC USED!

It's metal through and through! The CHAMPION was deliberately made of metal all the way through . . . that's why we guaranteed it for a lifetime! Fragile plastic would not warrant this fabulous guarantee!

★ STAR FEATURES ★

- ★ Made of all metal
- ★ No compressor
- ★ Electrically operated
- ★ Motor in handle
- ★ Won't clog
- ★ Safe
- ★ No Plastic used
- ★ Completely lightweight
- ★ Use for 101 jobs
- ★ Costs less than 1¢ an hour to use
- ★ Standard Mason jar thread
- ★ 8 ft. UL approved extension cord
- ★ Sprays from open container
- ★ Fully guaranteed
- ★ Trigger action
- ★ Nozzle is eye level
- ★ Unbreakable
- ★ A child can operate it
- ★ Non-Corrosive
- ★ Sprays evenly
- ★ Portable, weighs 3½ lbs.
- ★ 23 oz. Flint Glass jar to use
- ★ Fully adjustable



Used by America's LEADING FIRMS & HOME-OWNERS

United States Navy
Delco Appliance Division General Motors
National Carbon Co.
Pan American World Airways System
E. I. Dupont DeNemours & Company
Westinghouse Electric International Co.

HURRY! Get Yours While Supply Lasts!

FREE IF YOU ACT NOW!

Here's a priceless volume every home should have. It's "Everybody's Home Fixit Guide." There are 238 pages—21 chapters, complete with pictures. A thousand and one hints on home decorating, furniture, repairs from attic to cellar. All written with words, diagrams and pictures in simple ABC form that shows you how to fix it yourself and save hundreds of dollars in repairs. This useful volume is yours absolutely free with your order for the CHAMPION all metal home electric spray gun. Order today and get in on this free offer.

BUILT for HEAVY DUTY

Use this All-Metal Spray Gun for spraying Paints, including rubber-base paints — Lacquers — Enamels — Varnishes — Chemicals — Oils — Insecticides — Deodorants — Shellacs — Waxing — Rust-proofing — Waterproofing. You'll save many times the low cost of Champion. Included: 5 extra nozzle discs, enough to last a lifetime!

WALDORF SALES CO., Dept. SG-10 05
263 Central Pk. Ave., Yonkers, N. Y.

Mail This 10-DAY FREE TRIAL COUPON Now!

WALDORF SALES CO., Dept. SG-1005
263 Central Pk. Ave., Yonkers, N.Y.

☐ Send the Champion Spray Gun, include my Free Book. On delivery will pay postman $12.95 plus postage. I must be delighted in every way or can return Spray Gun within 10 days for purchase price refund.

☐ Save shipping charges: Enclose $12.95, we pay postage. Same refund guarantee.

☐ Easy Payment Plan: Enclose $3 deposit, and pay $1 weekly after delivery (small credit service charge — none if balance paid in 30 days).

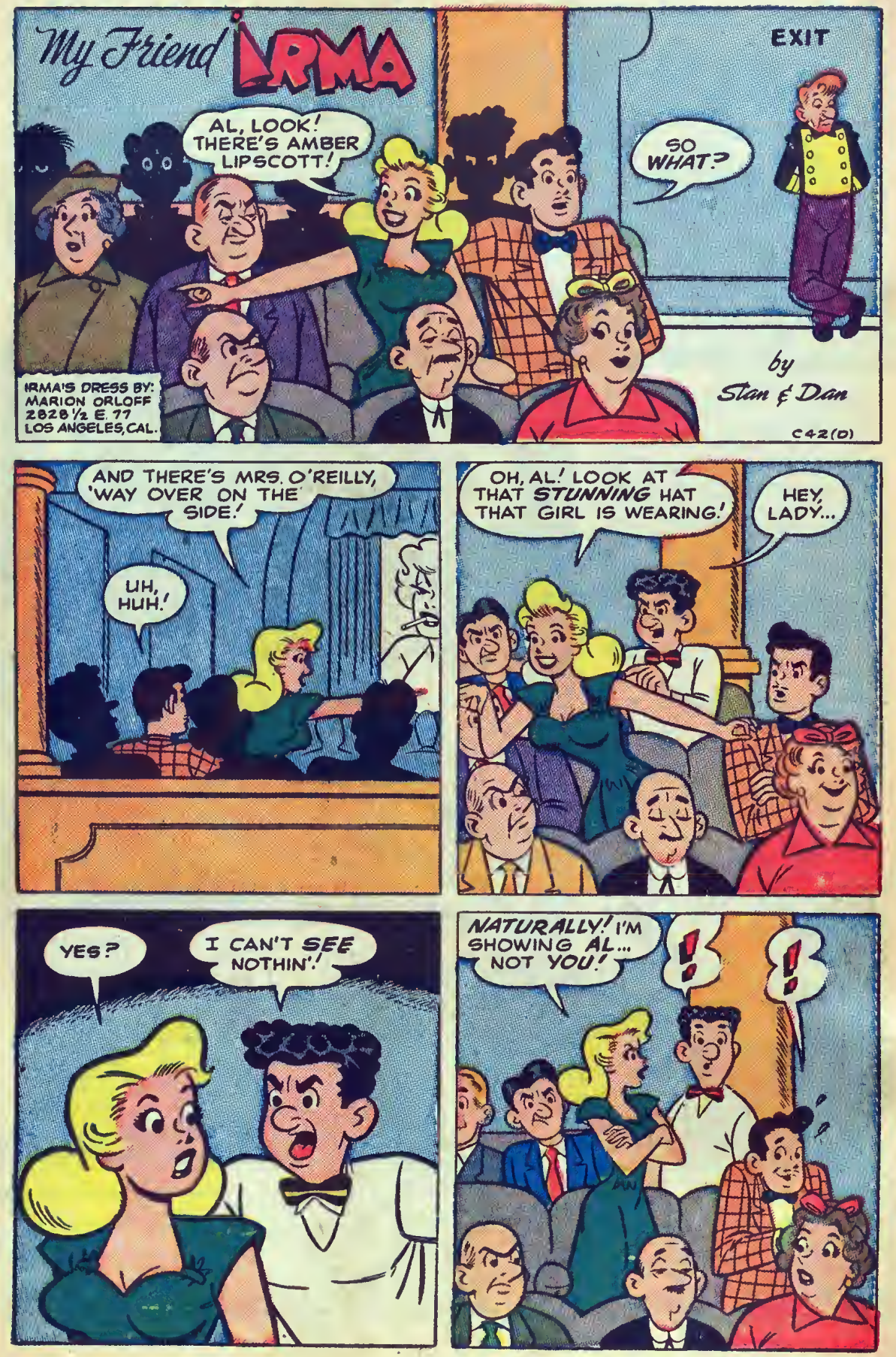
Name_____

Address_____

City_____

Zone____ State_____

APO, FPO, Canada and Foreign —no COD's


My Friend IRMA
AL, LOOK! THERE'S AMBER LIPSCOTT!
SO WHAT?
EXIT
by Stan & Dan
C42(D)
IRMA'S DRESS BY: MARION ORLOFF 2828½ E. 77 LOS ANGELES, CAL.
AND THERE'S MRS. O'REILLY, 'WAY OVER ON THE SIDE!
UH, HUH!
OH, AL! LOOK AT THAT STUNNING HAT THAT GIRL IS WEARING!
HEY, LADY...
YES?
I CAN'T SEE NOTHIN'!
NATURALLY! I'M SHOWING AL... NOT YOU!

KILL THESE GERMS WITH WARD'S FORMULA

NOTHING, *Absolutely nothing known to Science can do more to*

SAVE YOUR HAIR

Beware of your itchy scalp, hair loss, dandruff, head scales, unpleasant head odors! Nature may be warning you of approaching baldness. Heed Nature's warning! Treat your scalp to scientifically prepared Ward's Formula.

Millions of trouble-breeding bacteria, living on your sick scalp (see above) are killed on contact. Ward's Formula kills not one, but *all four* types of these destructive scalp germs now recognized by many medical authorities as a significant cause of baldness. Kill these germs—don't risk letting them kill your hair growth.

Once you're bald, that's *it*, friends! There's nothing you can do. Your hair is gone forever. So are your chances of getting it back. But Ward's Formula, used as directed, keeps your sick scalp free of itchy dandruff, seborrhea, and stops the hair loss they cause. Almost at once your hair looks thicker, more attractive and alive.

We don't ask you to believe *us*. Thousands of men and women—first skeptical just as you are—have *proved* what we say. Read *their* grateful letters. Study the guarantee—it's *better* than a free trial! Then try Ward's Formula at our risk. Use it for only 10 short days. You must enjoy *all* the benefits we claim—or we return not only the price you pay—but DOUBLE YOUR MONEY BACK. You be the judge! © Ward Laboratories Inc., 1430 Broadway, New York 18, N. Y.

ENJOY THESE 5 BENEFITS IMMEDIATELY

1. Kills these 4 types of germs that retard normal hair growth—on *contact*
2. Removes ugly infectious dandruff—*fast*
3. Brings hair-nourishing blood to scalp—*quickly*
4. Stops annoying scalp itch and burn—*instantly*
5. Starts wonderful self-massaging action—*within 3 seconds*

Here's the Proof!

We get letters like these every day from grateful men and women all over the world.

I must admit I didn't have much faith in it, but I hadn't been using Ward's one week before I could see it was helping me. I could feel my hair getting thicker.
E. K., Cleveland, Ohio

Out of all the Hair Experts I went to, I've gotten the *most* help from one bottle of Ward's Formula.
C. La M., Philadelphia, Pa.

After using Ward's for only 12 days, my hair has stopped falling out
R. W. C., Cicero, Ill.

I am tickled to death with the results. In just two weeks' time—*no dandruff!* *W. T. W., Portola, Cal.*

I feel encouraged to say that the infuriating scalp itch which has bothered me for 5 years is now gone.
J. M. K., Columbus, Ohio

We gladly cooperate with Physicians and Hospitals desiring to make clinical tests of Ward's Formula. Please write.

TO SAVE YOUR HAIR ACT NOW. Send coupon today for 10-day offer. Send No Money

Guarantee

This written guarantee entitles you not only to return of price paid for Ward's Formula, but Double Your Money Back unless you actually SEE, FEEL and ENJOY all benefits herein claimed in only ten days. The test is at our risk. All you do is return unused portion or the empty bottle unless completely satisfied.

SEAL

Ward Laboratories Inc.

Ward Laboratories Inc.,
1430 Broadway, Dept. 3902 W , New York 18, N. Y.

Rush Ward's Formula to me at once. I will pay postman two dollars plus postage. I must be completely satisfied within 10 days, or you GUARANTEE refund of DOUBLE MY MONEY BACK upon return of bottle and unused portion.

Name _____

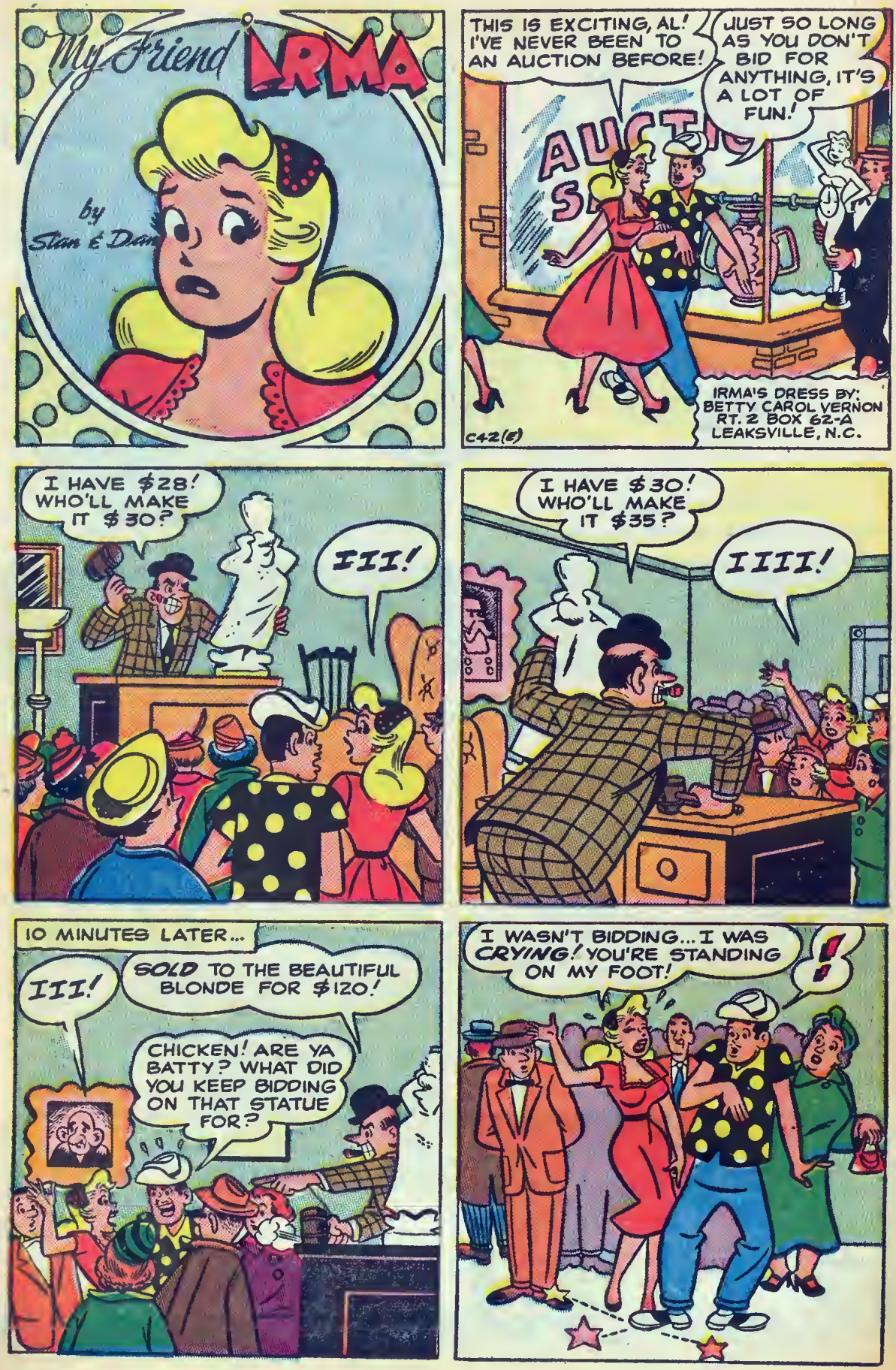
Address _____

City _____ Zone ____ State _____

☐ Check here if you enclose $2.00 with order, and we will pay postage. Same refund after holds, of course.

APO, FPO, Canada and Foreign, add 25c—No C.O.D.'s.

DOUBLE YOUR MONEY BACK GUARANTEE


My Friend IRMA
by Stan & Dan
THIS IS EXCITING, AL! I'VE NEVER BEEN TO AN AUCTION BEFORE!
JUST SO LONG AS YOU DON'T BID FOR ANYTHING, IT'S A LOT OF FUN!
IRMA'S DRESS BY: BETTY CAROL VERNON RT. 2 BOX 62-A LEAKSVILLE, N.C.
C42(E)
I HAVE $28! WHO'LL MAKE IT $30?
III!
I HAVE $30! WHO'LL MAKE IT $35?
IIII!
10 MINUTES LATER...
III!
SOLD TO THE BEAUTIFUL BLONDE FOR $120!
CHICKEN! ARE YA BATTY? WHAT DID YOU KEEP BIDDING ON THAT STATUE FOR?
I WASN'T BIDDING... I WAS CRYING! YOU'RE STANDING ON MY FOOT!
!!

IRMA'S DEPARTMENT OF UTTER CONFUSION!

HI, FRIENDS,
BE SURE TO MEET MY DUMB COUSIN HERMAN IN THIS ISSUE! WELL, HE'S NOT *REALLY* DUMB! IT'S JUST THAT HE'S NOT AS SMART AS I! BUT THEN AS JANEY ALWAYS SAYS, "*NOBODY'S* AS SMART AS *I* AM!" BUT I DON'T LIKE THE WAY SHE SAYS IT! IN NEXT MONTH'S ISSUE OF "MY FRIEND IRMA" THERE'S ANOTHER STORY ABOUT ME WHEN I WAS A LITTLE GIRL! AL SAYS I WAS A YOUNG STRIPLING... BUT I WASN'T! I ALWAYS WORE *ALL* MY CLOTHES!

your friend, Irma

POSE AND COSTUME BY: SUSAN MARC SIOUX CITY, IOWA

THIS MONTH'S WINNING IRMA-ISMS:

JANE: WHAT DID FRANKLIN SAY WHEN HE DISCOVERED ELECTRICITY?
IRMA: NOTHING, HE WAS TOO SHOCKED!
SUBMITTED BY: JEAN LAWVER, 3548 PENN AVE. EAST CHICAGO, ILLINOIS

BEAUTICIAN: WOULD YOU LIKE THE POODLE CUT, MISS?
IRMA: OH, NO! THEY'RE NICER THE WAY THEY ARE!
SUBMITTED BY: MARY ANN KELLY, 1151 NEW YORK AVE., BKLYN., N.Y.

OFFICER: CAN'T YOU READ ROAD SIGNS, LADY?
IRMA: OF COURSE I CAN... BUT I NEVER READ WHILE DRIVING!
SUBMITTED BY: SHARON BRYANT, R.R.#2 CROWN POINT, INDIANA

AL: CHICKEN, WOULD YOU LIKE SOME SPARE-RIBS?
IRMA: NO, SILLY! I HAVE ENOUGH OF MY OWN!
SUBMITTED BY: BARBARA KESTEGIAN 2981 FULLERTON DETROIT 6, MICH.

JANE: DID YOU EAT A STUFFED TURKEY FOR DINNER, IRMA?
IRMA: NO, JANE! I HAD A **REAL** TURKEY!
SUBMITTED BY: BETTY ANN MAINES BOX D-106 R.I. WOODLAND, PA.

SEND YOUR LETTERS TO:
CONTEST EDITOR
"MY FRIEND IRMA"
270 PARK AVE.
NEW YORK 17, N.Y.

NAME _____
ADDRESS _____
CITY AND STATE _____ AGE _____

C43

OTHER WINNERS:

CLERK: WHEN WERE YOU BORN, MISS?
IRMA: OH, SILLY! ON MY BIRTHDAY, OF COURSE!
SUBMITTED BY: ROBERT STENHOUSE 1594 METROPOLITAN AVE. BRONX 62, N.Y.

BETTY DOWNUN #3, BOX 146 KANNAPOLIS, N.C.

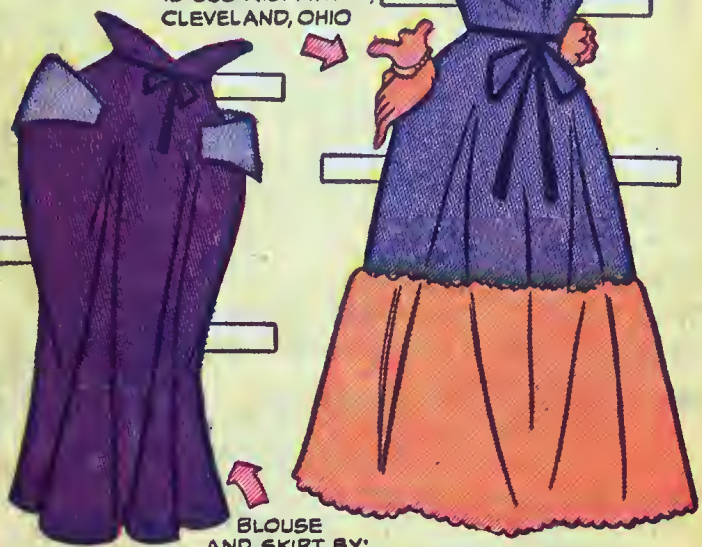
SUE MILLER 2103 10TH ST. COLUMBUS, NEB.

MARGE MORAN 26 COOLIDGE RD. WORCESTER, MASS.

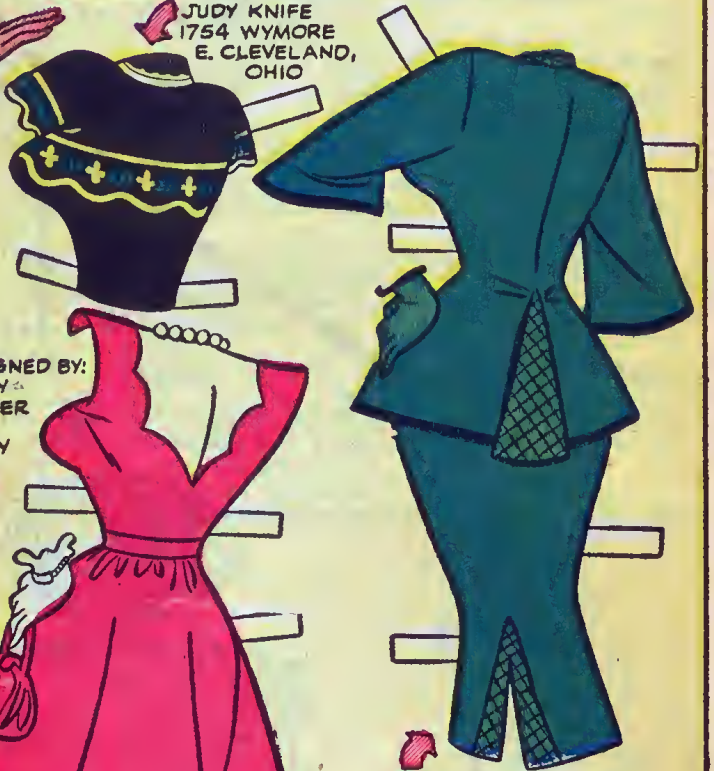
DIANE FLOYD, 527 ROYAL PALM PLACE, VERO BEACH, FLA.

IRMA'S FASHIONS

DRESS DESIGNED BY:
JOYCE ZIVICK
15-505 RIDPATH
CLEVELAND, OHIO

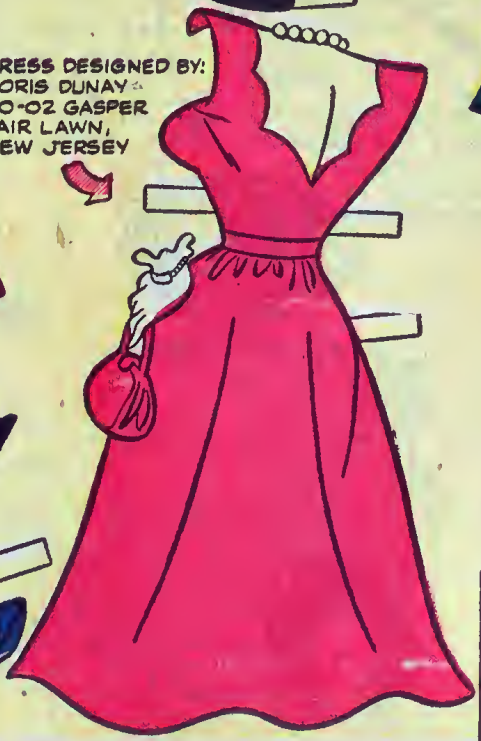


BLOUSE AND SKIRT BY:
JUDY KNIFE
1754 WYMORE
E. CLEVELAND, OHIO



IRMA'S SWIM SUIT
BY: CAROL CLARK
1024 2ND ST.
KAMSACK, SASK.,
CANADA

DRESS DESIGNED BY:
DORIS DUNAY
40-02 GASPER
FAIR LAWN,
NEW JERSEY



SUN SUIT BY:
LOUISE WATKINS
725 NEOSHO
EMPORIA,
KANSAS

SUIT DESIGNED BY:
BARBARA HARROGATE
133 ELIZABETH ST.
CHATHAM, ONT., CANADA

BECOME A MEMBER OF IRMA'S FASHION CLUB!

SEND YOUR FASHION IDEAS TO:
"MY FRIEND IRMA"
FASHION CLUB
270 PARK AVE.
NEW YORK 22, N.Y.

C-44

STAMPS

SHOP BY MAIL

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Rare Octagonal (eight-sided) stamp. Giant Triangle, Gorgeous Diamond, also mammoth and midget stamps, all given to foreign approval buyers. Premiums with purchases including Scott's International $6.00 Album, also latest Scott Stamp Catalogues.

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Bell, California

118 DIFFERENT STAMPS

Including Commemoratives, Charities, Airmail, Surcharges, Sets, etc. Only 3c to APPROVAL BUYERS.

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U. S. ARMY & NAVY HEROES

A collection featuring U. S. Army & Navy Heroes on stamps from War of 1812, Civil & Revolutionary and others. A Pictorial History. 10c with bargain U. S. approvals. LOCUST STAMP CO.

Box 305-N Harmon-on-Hudson, N. Y.

GIGANTIC CANADIAN BARGAIN

5c Complete set Royal Visit, Coronation, Jubilee, new George VI set, Confederation, Gen. V set, etc. A gigantic bargain. Only 5c to approval applicants. 5c

ENSIGN STAMP CO.
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A packet of stamps from all parts of world. A package of stamp hinges; perforation gauge and millimeter scale; watermark detector. Everything ONLY 10c to approval buyers.

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25 DIFFERENT INDIA 5¢

to approval applicants
Premiums with Purchases

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GIVEN ODD SHAPED STAMPS

To Buyers of Our Foreign Approvals. Plus an Amazing Surprise Offer

TRU-VALUE SERVICE
Box 1111 Santa Ana, Calif.

TWO BIG PICTORIAL SETS

Unused stamps from the Vatican and San Marino to those requesting our fine approvals. 5c

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Box 55-M, Triboro Sta., New York 35

THIS IS IT!! THE GREAT FREE OFFER

Group of Out-of-The-Ordinary Stamps such as Weird Mosquito Stamp, thrilling Bicycle Race, gorgeous Orchid, Colorful Native Drummer, gigantic Diamond Airmail, Stamp Albums, All to our Approval Buyers.

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50 DIFF. UNITED STATES 5c

Including AIRMAILS, PRESIDENTIALS, high values, 19th cent. commemoratives, calls, revenues, etc. To applicants for our BARGAIN APPROVALS. GREE BIG LISTS included.

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1c

Thousands of beautiful stamps at only 1c each—why pay more when you can get the best for less. Write today for approvals.

PENNY STAMP SERVICE
Orange California

FREE, SCOTT'S INTERNATIONAL

ALBUM, VALUABLE COLORFUL COLLECTION, HINGES, OTHER BIG PREMIUMS. Full particulars with approvals. Write today 3c Postage please.

RAYMAX 70-M Nassau St., New York 38 N.Y.

100 DIF. CHINA 5c

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FREE

World's only Octagonal (8-sided) stamp. Abyssinia Red Cross set. Siberia (dead country) set, all to approval applicants.

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1050 DIFFERENT STAMPS

given to approval applicants becoming customers. Send 3c for particulars, lists and approvals.

BRYSON STAMP CO., Orowar F-11, Rossford, Ohio

POWERFUL MOTOR

One of the smallest precision motors ever built yet does GIANT-SIZED JOBS. Drives Model Planes, Boats, Construction Sets, Working Models, Trains and Cars, etc., with amazing speed up to 6800 R.P.M. (or as little as 50 R.P.M.) using the reduction gears that come with this exciting set. The MIGHTY MIDGET does hundreds of jobs. It's a Hoover. Looks exactly like a 6-in Motor, yet measures 1"x1¾" and weighs one ounce. For only $2.98, YOU GET LOTS MORE with this Mighty Midget. You get a complete set of gears and pulleys and a transparent multi-ratio gear box as well as a battery clip with two batteries and instructions. NO SHOCKS, SPARKS, NO SHORTS, NO TRANSFORMER NEEDED. Reverses immediately, too! Endless hours of fun. Enclose check or money order for $2.98 for this entire set and we will pay postage. C.O.D. orders plus postage.

IMPERIAL SALES CO.
480 LEXINGTON AVE. DEPT. M-703 N. Y. 17, N. Y.

WEIRD VOLCANO TRIANGLE GIANT GEO. WASHINGTON & OTHERS

Six Colored Ecuador, First U. S. Commemorative, Deville Island, Others, Free with approvals.

CAPITAL STAMP CO., Little Rock 19, Ark.

FREE 20 FINLAND!

ALL DIFFERENT
To Approval Applicants
N. D. ROSENBERG
Box 1303 Dept. 702 Chicago

FREE

Famous American Set, Flag Set, National Park Set, and Presidential Set to $5. Send 3c for 15 of the above stamps plus full particulars and approvals.

TRIBORO STAMP CO. Dept. 1902.
145 Nassau St. New York 38, N.Y.

WE GIVE YOU

MAMMOTH INTERNATIONAL ALBUMS, Scott's Catalogues, hinges, complete accessories, when you buy our wonderful foreign approvals. Don't write unless you intend to buy. But don't buy elsewhere without comparing our more generous offers.

SARGAIN STAMPS SANTA ANA, CALIF.

WOW! 203 All Different GERMANY 10c

Zeppelines, Semipostals, Airmails, High Values, etc., to new customers.

Jamestown Stamp Co., Dept. 523, Jamestown, N. Y.

200 Exotic Japan STAMPS 10c!

KENMORE, Milford K-73, N. H.

GIGANTIC COLLECTION FREE!

Includes Triangles, Early United States—Animals—Commemoratives—British Colonies—High Value Pictorials, etc. Complete Collection plus Big Illustrated Magazine all free. Send 5c for postage.

GRAY STAMP CO., Dept. M C, Toronto, Canada

BARGAIN: Includes Zanzibar, Liberia, Falklands, Caymans, da Cunha, Brunei, Jordan, Virgins, Fiji; numerous others. Everything 10c with approvals. N. D. Bennett, Box 66, Springfield Gardens 13, N. Y. (053)

WE WANT TO GET ACQUAINTED!

Send us your name and address and we will mail you a beautiful selection of Pictorial and Commemorative stamps. (Approvals.) Write today. SEND NO MONEY!

EAGLE STAMP CO.
Dept. 11, 2221 Romine, Pittsburgh 26, Pa.

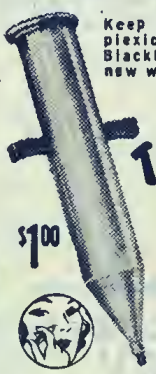
UNITED STATES BARGAIN

It sounds unbelievable, but nevertheless it's true: "50 different United States stamps, face value as high as $5.00 for only 10c" to approval applicants, but only one per person. Please state whether approvals shall consist of only U. S. or foreign also.

GLOBUS STAMP CO.
268 4th Ave., N. Y. 10, N. Y. Dept. 329

APPROVAL HEADQUARTERS SINCE 1929

Ugly BLACKHEADS OUT IN SECONDS



Keep your complexion free of Blackheads this new way — look attractive instantly!

Try VACUTEX Blackhead-Remover

$1.00

The amazingly effective Vacutex extracts Blackheads automatically — WITHOUT squeezing the skin or injuring tissues. Easy to use with three fingers. It reaches Blackheads anywhere. Try it 10 days and if not delighted, return VACUTEX and your money will be refunded.

10 DAY TRIAL COUPON

BALLCO PRODUCTS CO., Dept. 54
19 West 44th St., New York 18, N. Y.

☐ Enclosed find $1. Send postpaid.
☐ Send C.O.D. I will pay postman $1 plus postage. $1 refund if not delighted.

SORRY, NO C. O. D.'s OUTSIDE U. S. A.

FREE! POWERFUL MAGNIFYING GLASS

for 5¢ Post. Borgain lists and approvals.

Jamestown Stamp Co., Dept. 231 Jamestown, N. Y.

FREE STAMP CIRCUS!

Rhinoceros, Snake, Giant, Pygmy, Emu, Kangaroos, Koalabeer, Kookaburre and other wild animals. **Free with exciting approvals.**

NIAGARA STAMP CO., NIAGARA-ON-THE-LAKE 325, CANADA

FREE! "The Stamp Finder"

Tells at a glance the country to which any stamp belongs. 36 pages illustrated. Includes valuable "Stamp Collector's Dictionary," Stamp Treasures and World's Ten Rarest Stamps. Also Approvals.

CARCELON STAMP CO., Box 1113, Calais, Maine

3 TRIANGLES - TURKS - FREE!!

Fish, Volcano & "Holy" weird triangles in packet with Turks Isl., 60 yr. old Tasmania & Porto Rico, Gaud Lands, etc. FREE to approval buyers for 3c postage. Potomac Stamp Co., Dept. 7, Washington 15, D. C.

GORGEOUS "ORCHID" DIAMOND!!

Plus Enormous 6-colored Flag stamp. Will Rogers "Earthquake Airmail", 1st US commem., Midget, Corsica, Narem Oirl, and 2c others All Free to approval buyers for 3c postage. Belmont Stamp Co. Dept. 85, Washington 13, D.C.

55 Roosevelt and Peace Triangle!

Lot 55 DIFFERENT with Greek Roosevelt, Giant "Pope" Triangle, Israel, Greenland, Rhodesia, etc. Catalogs $1.15 — ALL 5c with approvals!

LONGHORN STAMP CO.
Box 3065, Ellwood Sta. Lubbock, Tex.

SONG POEMS Wanted To Be Set to Music

Send your poems for free examination. Any subject. PHONOGRAPH RECORDS MADE.

Five Star Music Masters 327 Beacon Bldg., Boston, Mass.

FREE

LUMINOUS CRUCIFIX

Glows in the Dark

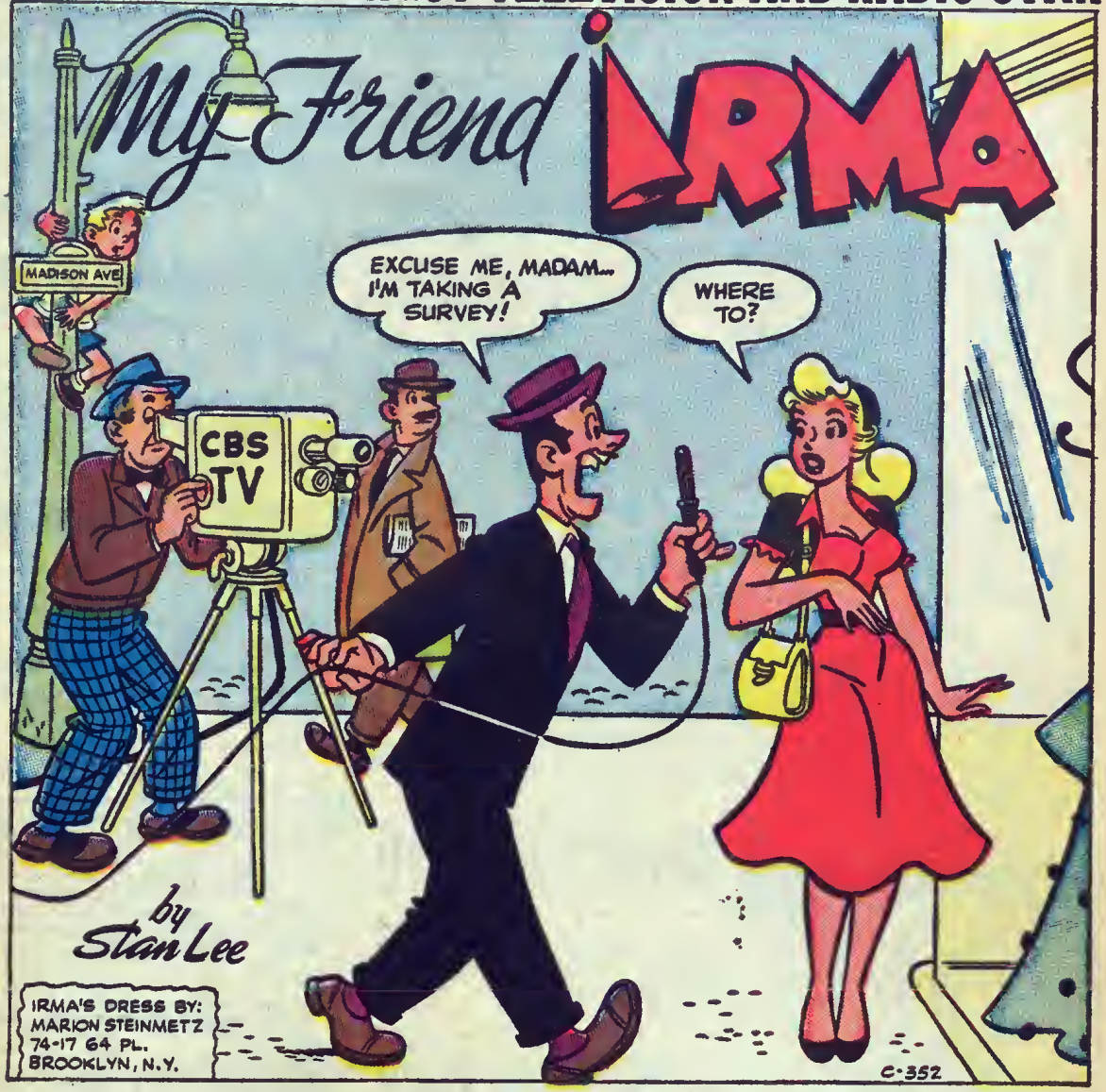
4 inches long · no obligation

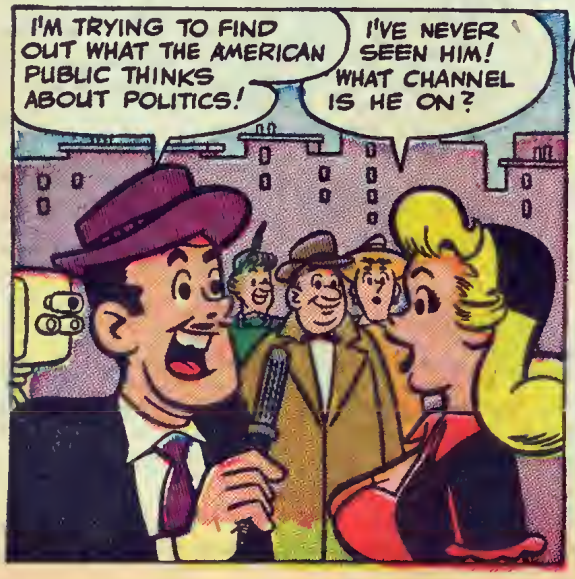
Opportunity to earn valuable premium. Just send Name & Address to

The CASEY CO.
DEPT. 12 • PROVIDENCE 7, R. I.

AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

My Friend IRMA





SHHH... THE PROGRAM'S ABOUT TO START!
CBS TV
LADIES AND GENTLEMEN... THIS IS "CHARLIE CHIPPS AND HIS CURIOUS CAMERA" BRINGING YOU ANOTHER ON-THE-SPOT INTERVIEW! WHAT IS YOUR NAME, MADAM?
IRMA PETERSON!
WHERE'S MY PRIZE?
I'M SORRY, MISS, WE DON'T GIVE PRIZES!
WHAT DO YOU DO... SELL THEM?
LET'S GET ON WITH THE FIRST QUESTION... WHAT DO YOU THINK OF OUR TWO-PARTY SYSTEM?
OH, I JUST LOVE PARTIES!
CBS TV
I MEAN OUR PARTIES IN WASHINGTON!
I DUNNO... I'VE NEVER BEEN INVITED TO ONE!
JANE... LOOK! CHICKEN'S ON TELEVISION!
UH OH... THIS'LL BRING BACK VAUDEVILLE!
2

MADAM... DO YOU KNOW ANYTHING ABOUT WASHINGTON?
SURE... HE WAS THE FATHER OF OUR COUNTRY!
BUT I ALWAYS WONDERED WHO WAS THE MOTHER?
MAYBE WE'D BETTER PICK ANOTHER SUBJECT...
CBS TV
SHALL WE TALK ABOUT INFLATION?
I'M SORRY... I PROMISED MY MOTHER I'D NEVER GOSSIP!
AND NOW, FOR A BRIEF MESSAGE FROM OUR SPONSOR...
SMOKE "THROATIES"! YOU KNOW THEY'RE GOOD BECAUSE YOU CAN'T BUY THEM WITHOUT A PRESCRIPTION...
GEE, CHICKEN LOOKED GOOD ON TELEVISION!
UNTIL SHE OPENED HER MOUTH!
THOUSANDS OF OUR SATISFIED SMOKERS SAY...
CAN I SAY HELLO TO MY FRIEND JANE?
CBS TV
3

LADY! I'M DELIVERING THE COMMERCIAL!
DO YOU WANT ME TO MIND THE CAMERAS WHILE YOU'RE GONE?
CBS TV
MORE ABOUT "THROATIES" LATER... BUT NOW BACK TO OUR GUEST...
CBS TV
ARE YOU IN FAVOR OF BALANCING THE BUDGET?
GOSH NO! I'M NOT GOOD AT PARTY GAMES AT ALL!
IRMA, YOU LITTLE MUTTON-HEAD! BALANCING THE BUDGET ISN'T A PARTY GAME!
NO? WHAT KIND OF GAME IS IT?
WHAT DO YOU THINK WE SHOULD DO ABOUT ALASKA?
JUST LET IT STAY THERE!
CBS TV
I...I THINK WE'D BETTER HAVE ANOTHER WORD FROM "THROATIES" CIGARETTES!
JUST IMAGINE... TALKING CIGARETTES!

AS I REACH FOR A "THROATIE", I WANT TO TELL YOU HOW KIND THEY ARE TO MY THROAT...
EXCUSE ME, MISTER...
CBS TV
...YOU DROPPED THESE COUGH DROPS OUT OF YOUR POCKET!
ULP!
COUGH DROPS
IS THERE ANYTHING ELSE I CAN DO FOR YOU?
YEAH... GET LOST!
I CAN'T! I KNOW THIS NEIGHBORHOOD TOO WELL!
AND SO WE END OUR PROGRAM, LADIES AND GENTLEMEN!
CBS TV
LATER...
JANE, DIDJA SEE ME ON TELEVISION? THE MAN GAVE ME A FREE PACK OF CIGARETTES!
BUT, COOKIE... YOU DON'T SMOKE!
NO WONDER THEY MADE ME SICK!
THE END
5

ATLAS FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER! ATLAS

CHEW IMPROVED FORMULA

CHEWING GUM!

REDUCE

Up to 5 lbs. a Week With Dr. Phillips Plan

Reduce to a slimmer more graceful figure the way Dr. Phillips recommends — without starving — without missing a single meal! Here for you NOW — a scientific way which guarantees you can lose as much weight as you wish — or YOU PAY NOTHING! No Drugs, No Starvation, No Exercises or Laxatives. The amazing thing is that it is so easy to follow — simple and safe to lose those ugly, fatty bulges. Each and every week you lose pounds safely until you reach the weight that most becomes you. Now at last you have the doctors' new modern way to reduce — to acquire that dreamed about silhouette, an improved slimmer, exciting, more graceful figure. Simply chew delicious improved Formula Dr. Phillips Kelpidine Chewing Gum and follow Dr. Phillips Plan. This wholesome, tasty delicious Kelpidine Chewing Gum contains Hexitol, REDUCES appetite and is sugar free. Hexitol is a new discovery and contains no fat and no available carbohydrates. Enjoy chewing this delicious gum and reduce with Dr. Phillips Plan. Try it for 12 days, then step on the scale. You'll hardly believe your eyes. Good for men too.

$1 12 DAY SUPPLY ONLY

MONEY-BACK GUARANTEE! 10 DAY FREE TRIAL!

Mail the coupon now! Test the amazing Dr. Phillips KELPIDINE CHEWING GUM REDUCING PLAN for 10 days at our expense. If after 10 days your friends, your mirror and your scale do not tell you that you have lost weight and look slimmer you pay nothing.

AMERICAN HEALTHAIDS CO., Dept. CH-810, 318 Market St., Newark, N. J.

Just mail us your name and address, and $1.00 cash, check or money-order. You will receive a 12 day supply of KELPIDINE CHEWING GUM (Improved Formula), and Dr. Phillips Reducing Plan postage prepaid.

NAME_____ ADDRESS_____

CITY_____ STATE_____

☐ Send me Special 24 day supply and FREE 12 day package for $2.00. I understand that if I am not delighted with KELPIDINE CHEWING GUM and Dr. Phillips Reducing Plan, I can return in 10 days for full purchase price refund.

SENT ON APPROVAL – MAIL COUPON NOW!

GEE! IT MUST HAVE TAKEN YEARS TO LEARN TO PLAY LIKE THAT!
NOT AT ALL! I DIDN'T KNOW A NOTE. YET I STARTED PLAYING WHOLE PIECES RIGHT AWAY!

Wonderful, Easy Way to Learn Enables You To

PLAY REAL MUSIC *Almost Overnight!*

EVEN IF YOU DON'T KNOW A SINGLE NOTE OF MUSIC NOW!

Yes, it's TRUE! In just a few weeks, you can be playing REAL MUSIC on *your* favorite instrument. Not by just a "trick" method that merely *seems* to teach you music. But really *reading* and *playing* actual sheet music—so easily and confidently that your friends will suspect that you've actually "known how" for years!

NO TEDIOUS PRACTICING OF BORING SCALES AND EXERCISES REQUIRED. Even if you don't know a single note now, you'll "start right in on pieces." This builds up your skill and confidence so rapidly that soon you'll be able to play ALL your favorite songs and compositions *by note*. It's all so clearly explained—so EASY to understand—that even children "catch on" at once.

No "Talent" Needed

No wonder OVER 900,000 PEOPLE all over the world have turned to the U. S. School of Music method to make their dreams of playing music come true! No special "talent" is needed. And you learn right at home, in the spare time of YOUR OWN CHOOSING—free from the rigid schedule imposed by a teacher. Costs only a few cents per lesson, including sheet music.

Why Keep on Missing These Joys?

Why not let this famous home-study method bring the many pleasures of music into YOUR life? Good times! New friends. Gay parties. Extra money from playing or teaching. Possibly even a brilliant musical career. Best of all, the deep *personal* satisfaction of being able to make your own music—provide your own entertainment.

SEND FOR *Free Book*

And Free Lesson-Sample

Let us SHOW you why our way to learn music is so EASY—and so much fun! See for yourself why our method has been so successful for 55 years. Mail the coupon below for our valuable 36-page FREE BOOK — and free Lesson-Sample which you can try out right at home. No obligation; no salesman will call on you. It can mean *so much* to you for the rest of your entire life —if you will mail the coupon TODAY! U. S. School of Music, Studio C1475 Port Washington, N. Y. (*Special Reduced Prices on instruments to our students.*)

U. S. School of Music, Studio C1475
Port Washington, N. Y.

Send me Free Book and Free Lesson-Sample. No salesman is to call upon me. I'm interested in playing (name instrument)_____

☐ I do ☐ I do not—have instrument now

Name _____
(Please Print)

Address _____

City _____ Zone ____ State ____

☐ *If 16 years or under check here for Booklet A.*

THOUSANDS NOW PLAY
Who Never Thought They Could!

Mother Fulfills Desire

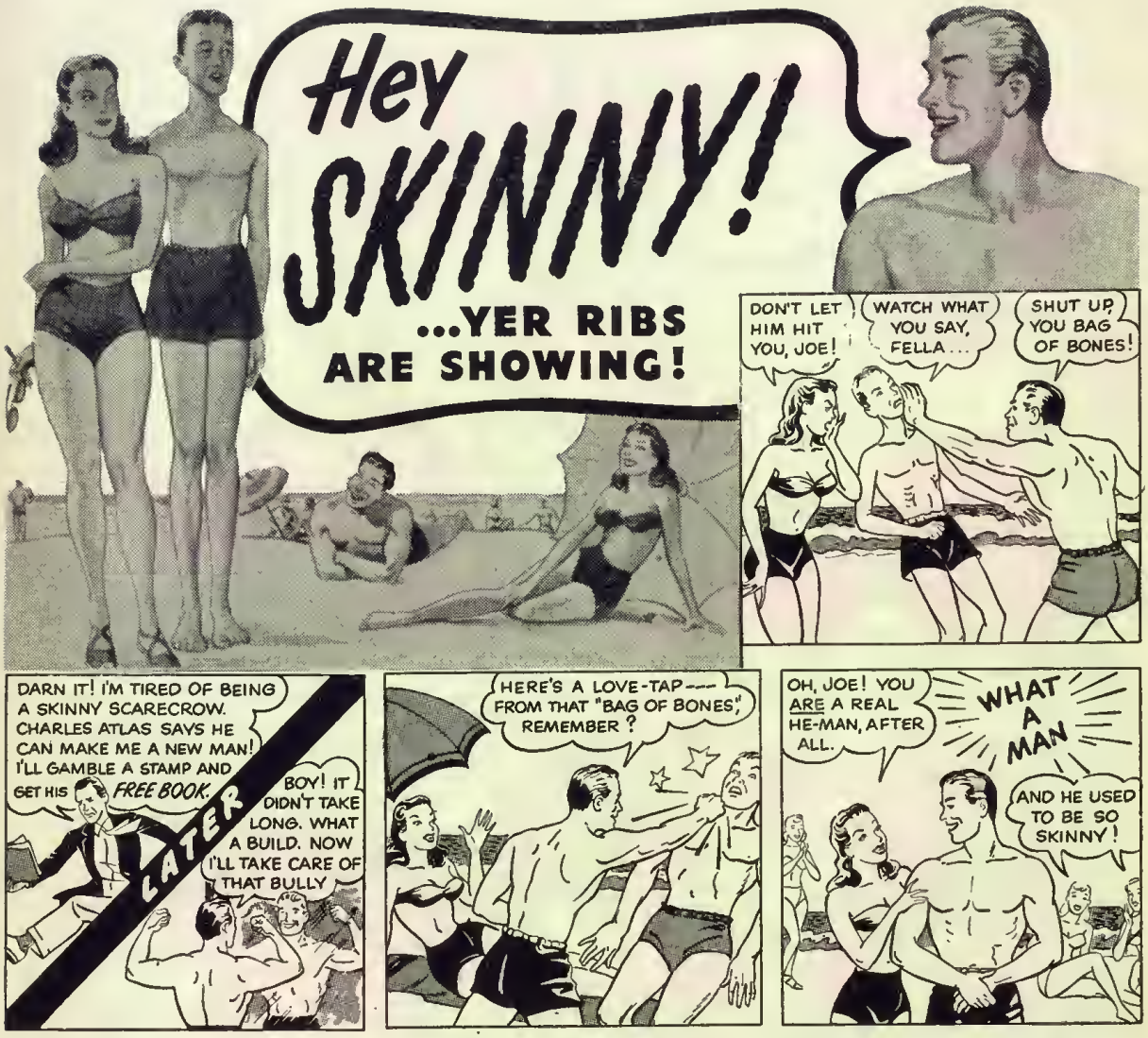
"After I had been married 13 years I saw my chance to fulfill my desire to play piano. In a few weeks I could play pieces a friend couldn't who took lessons for 3 years from a teacher."—*Mrs. J. L. Newton, Louisville, Ky.*

How Famous Orchestra Leader Got His Start

"I got my start in music with your Course. How easy it is to learn to read notes and play this 'teach-yourself' way! You did so much for me, I've enrolled my two daughters." — *Lawrence Welk.*

Amazes Friends

"In a few weeks I could play several pieces. Everyone was amazed, especially friends who had had lessons for years and whom it took 6 months to a year to play simple pieces."—*Mrs. J. P. Perry, Princiton, W. Va.*


Hey SKINNY!
...YER RIBS ARE SHOWING!
DON'T LET HIM HIT YOU, JOE!
WATCH WHAT YOU SAY, FELLA...
SHUT UP, YOU BAG OF BONES!
DARN IT! I'M TIRED OF BEING A SKINNY SCARECROW. CHARLES ATLAS SAYS HE CAN MAKE ME A NEW MAN! I'LL GAMBLE A STAMP AND GET HIS FREE BOOK.
LATER
BOY! IT DIDN'T TAKE LONG. WHAT A BUILD. NOW I'LL TAKE CARE OF THAT BULLY
HERE'S A LOVE-TAP — FROM THAT "BAG OF BONES," REMEMBER?
OH, JOE! YOU ARE A REAL HE-MAN, AFTER ALL.
WHAT A MAN
AND HE USED TO BE SO SKINNY!

I Can Make YOU a New Man, Too, In Only 15 Minutes a Day!

CHARLES ATLAS
Holder of title, "The World's Most Perfectly Developed Man."

PEOPLE used to laugh at my skinny 97-pound body I was ashamed to strip for sports or for a swim Girls made fun of me behind my back THEN I discovered my body - building system, *"Dynamic Tension"* It made me such a *complete* specimen of manhood that I hold the title, "The World's Most Perfectly Developed Man."

What's My Secret?

When you look in the mirror and see a healthy, husky, fellow smiling back at you — then you'll be astonished at how fast *"Dynamic Tension"* GETS RESULTS! It is the easy, NATURAL method and you can practice in the privacy of your own room — JUST 15 MINUTES EACH DAY Just watch your scrawny chest and shoulder muscles begin to swell those spindly arms and legs of yours bulge and your whole body starts to feel "alive," full of zip and go!

Thousands are becoming husky my way. I give you no gadgets to fool with. With *"Dynamic Tension"* you simply utilize the dormant muscle-power in your own body — watch it grow and multiply into real, solid LIVE MUSCLE.

FREE My 32 Page Illustrated Book is Yours — Not for $1.00 or 10c — But FREE

Send for my book, *Everlasting Health and Strength* 32 pages of photos, valuable advice Shows what *Dynamic Tension* can do, answers vital questions A *real prize* for any fellow who wants a better build. I'll send you a copy FREE. It may change your whole life. Rush coupon to me personally: *Charles Atlas, Dept* **605** *, 115 E. 23rd Street, New York 10, N Y.*

CHARLES ATLAS, Dept. 605 , 115 East 23 St., New York 10, N.Y.

Send me — absolutely FREE — a copy of your famous book, *Everlasting Health and Strength* - 32 pages, crammed with photographs, answers to vital questions, and valuable advice This book is mine to keep, and sending for it does not obligate me in any way

Name_____ Age_____
(Please print or write plainly)

Address _____

City_____ State_____

☐ If under 14 years of age check here for Booklet A.

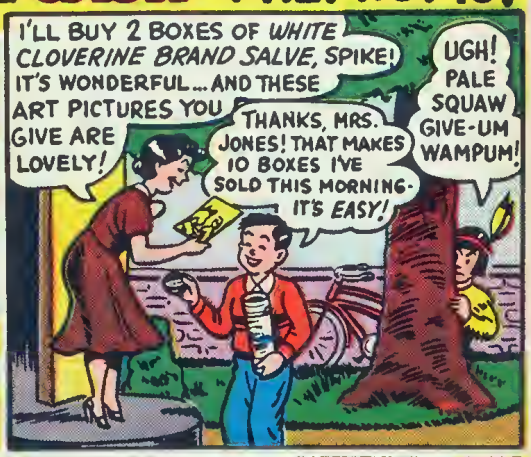
the SECRET of TREASURE CAVE-

How Gray Shadow Tracked Down the Mystery of Spike's Sudden Wealth-

GIVEN!

BOYS! GIRLS! LADIES! MEN!

WE GIVE YOU CASH OR PREMIUMS!


I'LL BUY 2 BOXES OF WHITE CLOVERINE BRAND SALVE, SPIKE! IT'S WONDERFUL... AND THESE ART PICTURES YOU GIVE ARE LOVELY!
THANKS, MRS. JONES! THAT MAKES 10 BOXES I'VE SOLD THIS MORNING- IT'S EASY!
UGH! PALE SQUAW GIVE-UM WAMPUM!

Archery Sets, Pocket Watches, Footballs, Carving Sets (sent postage paid). Write or mail coupon to start.

ACT NOW

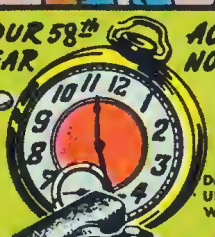
WE TRUST YOU!

22 Cal. Rifles, 1000 Shot Daisy Air Rifles (sent postage paid). Boys—girls Bicycles (Express charges collect). Write or mail coupon to start.

I CONFESS, KIDS- I GOT ALL THESE PREMIUMS JUST FOR SELLING WHITE CLOVERINE BRAND SALVE...NEXT WEEK I'M GETTING A CAMERA. IT'S A CINCH!
BOY! I'M SENDING IN THAT COUPON RIGHT AWAY!
ME TOO! I WANT A RADIO!

OUR 58th YEAR

Corn Poppers, Speedball Cartoon Sets, Aluminum Ware, Blankets (sent postage paid). Mail coupon for salve and pictures to start.



OUR 58th YEAR

ACT NOW!

Ukuleles, Radios, Pen & Pencil Sets, Food Choppers, Watches (sent postage paid).

WE ARE RELIABLE

Lovable fully dressed Dolls over 15" in height, Ukuleles, Alarm Clocks. Write or mail coupon today.

LET'S GO!

Flashlights, Footballs, Corn Poppers, Fishing Sets, Telescopes.

ACT NOW

OUR 58th YEAR

Archery Sets, Dolls, Wrist Watches, Footballs, Pencil Sharpeners, School Boxes, Roller Skates, Wallets, Flashlights. Mail coupon for salve and pictures to start.

WE TRUST YOU!

Pocket Watches, Carving Sets, Corn Poppers. Write or mail coupon to start. We trust you.

MAIL COUPON!

LET'S GO!

BE FIRST!

Rifles, Motion Picture Cameras with roll of film, Roller Skates, Radios. Mail coupon to start.

OUR 58th YEAR - WE ARE RELIABLE!

MAIL COUPON!

YOU GET BIG CATALOG

Candid Cameras with carrying case, Telescopes, Watches (sent postage paid). SIMPLY GIVE pictures with White CLOVERINE Brand SALVE easily sold to friends, neighbors, relatives at 25c a box (with picture).

OUR 58th YR.

Guaranteed by Good Housekeeping

ACT NOW!

Alarm Clocks, Pen and Pencil Sets, Bibles, Billfolds, Telescopes, Roller Skates, Blankets, Aluminum Ware, Record Players, Movie Machines (sent postage paid). Rush coupon to start!

WE TRUST YOU

OUR 58th YEAR

MAIL NOW!

Wilson Chem. Co. Dept. 148-M C Tyrone, Pa. Date.....

Gentlemen:- Please send me on trial 14 colorful art pictures with 14 boxes of White CLOVERINE Brand SALVE to sell at 25c a box (with picture). I will remit amount asked within 30 days, select a Premium or keep Cash Commission as explained under Premium wanted in catalog sent with order, postage paid to start.

NAME_____ AGE_____

ST._____ R. D. _____ BOX_____

TOWN_____ ZONE NO._____ STATE_____

PRINT LAST NAME HERE

Paste coupon on postal card or mail in envelope today